


ELECTRONICS BY DESIGN 

STATE-OF-THE-ART ELECTRONICS FROM AMERICAN EXPRESS

*American Express Proudly Presents*

# The Sony 5001 Remote Control Stereo Component System



**Enter the world of digital audio  
with the company that invented it.**

Take up to 20 months to pay with no down payment and no finance charge.





# The Sony 5001 Remote Control

**A** superbly designed stereo system with high performance, the latest digital audio technology and convenience features unlike anything that has preceded it.

- A full-feature Remote Control that puts 35 complete operations of the Amplifier, Tuner, Turntable, Cassette Deck and Digital Audio Disc Player at your fingertip control.
- Fully-integrated Amplifier with 50 watts of power, ultra-low distortion and high fidelity.
- Digital quartz synthesized tuner with a 10-station memory.
- Linear tracking, front-loading Turntable-in-a-drawer that slides in and out at the touch of a button.
- Front-loading Auto-Reverse Stereo Cassette Deck with Dolby\* B&C for continuous listening and virtually "hiss-free" recording and playback.
- The new optional Digital Audio Disc Player for extraordinary sound quality with the same sense of detail and accuracy as a live performance.
- Matched components elegantly styled in Black.
- Take up to 20 months to pay with no down payment and no finance charge.

\*Dolby is a registered trademark of Dolby Laboratories, Inc.





# rol Stereo Component System



## **The Sony Full-Function Infrared Wireless Remote Control—The Ultimate In Con- venience.**

Nothing can compare with the convenience and listening pleasure of the Sony full-function remote control. Specially designed to completely coordinate the entire stereo system, the wireless infrared remote control puts you in command of up to 35 different system functions. You can switch between the amplifier, tuner, tape deck, turntable and disc player, change radio stations, and even make recordings all without ever leaving your seat. For even greater convenience, a built-in timer allows you to program play or recording functions in advance. The battery backup (batteries included) maintains your selected settings in the event of a power blackout.





## STATE-OF-THE-ART ELECTRONICS FROM AMERICAN EXPRESS

ROBERT L. MEYERS  
SENIOR VICE PRESIDENT  
MERCHANDISE SERVICES

Dear Cardmember:

Rarely does a stereo system come along that is so remarkable that it is simply revolutionary. The Sony 5001 Remote Control Stereo is just such a stereo. Superbly engineered by Sony, a world leader in advanced audio electronics, the 5001 is quite simply the ultimate in high performance listening convenience.

No other stereo system makes it so easy to enjoy the music you love. The wireless remote control allows you to command up to 35 different functions from the comfort of your favorite armchair. To name just a few, you can operate the amplifier, tuner, cassette deck, turntable and compact disc player, change the radio stations, adjust the volume, make recordings and even use the built-in timer to record events in advance.

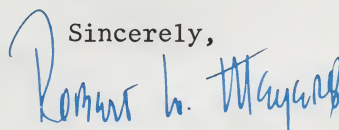
But convenience is only one aspect of this extraordinary stereo system. The sophisticated, high performance design is the other. Made to deliver the very finest sound, the Sony 5001 Stereo System features an integrated amplifier with 50 watts of power and remarkably low distortion, an extraordinarily precise quartz-locked AM/FM Stereo Tuner with 10 station presets, a highly advanced auto-reverse cassette deck with Dolby\* B & C noise reduction and a fully automatic linear tracking turntable in a drawer with Biotracer tonearm for exceptional fidelity. Outstanding sound and ultra-low distortion are delivered through Sony's APM (Accurate Pistonic Motion) floor-standing speakers.

But that's not all. If you wish, you can acquire as options two essential extras that will further enhance your enjoyment of the Sony 5001 System. The first is the remarkable Digital Audio Disc Player. Sony was the first to create this exceptional player that uses a laser to produce the phenomenal stereo sound that will revolutionize the way we listen to music. Loaded with convenience features, the player can also be coordinated with the Cassette deck to make high-quality digital recordings.

The second option is the specially designed Sony Stereo Rack. Exquisitely crafted with bold, black styling, the Rack is a handsome and convenient way of displaying the entire system.

We invite you to discover for yourself why the Sony 5001 is perhaps one of the most outstanding stereo systems ever available. Try it in your own home for 15 days with no obligation to purchase. Experience the exceptional audio quality and discover the phenomenal convenience of the full-function Wireless Remote Control. And if you wish, take up to 20 months to pay, with no down payment and no finance charge. To acquire your Sony 5001 Stereo System, fill out and mail the attached Reservation Form or simply call our toll-free number today.

Sincerely,



Robert L. Meyers  
Senior Vice President

P.S. For the fastest possible service in ordering your Sony 5001 Stereo System, use our telephone number, available 24 hours a day, 7 days a week, at no cost to you. Call 1-800-528-8000. This number is for merchandise ordering only. Please have the order form and the American Express® Card at hand when ordering by phone. All orders will be confirmed in writing within 7-10 days of receipt.

\*Dolby is a registered trademark of Dolby Laboratories, Inc.



## Sony, The World's Innovator in audio technology and electronic design.

Long a leader in the field of electronic innovations, Sony has earned a well-deserved reputation for revolutionary audio designs of consistently superior quality and performance. Today, Sony continues this tradition with the Sony 5001 Component

Stereo System. A true top of the line state-of-the-art system, the Sony 5001 offers the very latest audio technology and convenience features by one of the world's most highly acclaimed electronics manufacturers—Sony.

### **A precision integrated Amplifier with high power, ultra-low distortion and simplified operation for incredible high fidelity.**

This simple-to-operate amplifier with feather-touch controls delivers 50 watts of power per channel continuous RMS power into 8 ohms from 20 Hz-20kHz with no more than .008% Total Harmonic Distortion. So you get all the power you need for superb

sound, while Sony's superior engineering provides you with the lowest possible distortion for incredible high fidelity. A direct function selector permits direct switching of Tuner, Turntable, Cassette Deck or Disc Player. Fluorescent displays show function, vol-

ume level, tone and balance position at a glance. Plus, the convenient wireless Remote Control lets you turn the amp on and off, adjust the volume level and select audio muting from the comfort of your chair. 17 $\frac{1}{8}$ "W x 4 $\frac{1}{4}$ "H x 11 $\frac{1}{8}$ "D



### **A Digital Quartz Synthesis Tuner with 10-station memory and simplified tuning for unparalleled convenience.**

This extremely precise tuner features fully synthesized digital tuning with a quartz locking system that works to locate and lock in stations to insure superb reception. There is a 10-station memory with random assignments for AM and FM stations and a multi-process memory storage that "remembers" the frequency, mode and sound level you

have set—so you can play your favorite stations at the touch of a single button.

A memory scan lets you quickly sample what's on each preset station, while the Fluorescent display indicates station and level settings at a glance. Other features include auto stop and auto sweep for added

versatility. The Direct Comparator Quartz frequency synthesis tuning system assures you quiet, accurate and convenient tuning. The Remote Control permits easy switching between all 10 preset stations, station and memory scan and on/off switching. 17"W x 2 $\frac{1}{4}$ "H x 11 $\frac{1}{8}$ "D



### **A superbly styled, custom-designed Rack.**

Sony has created a full-sized upright rack to hold the 5001 Stereo System. Exquisitely designed with bold black styling, the

Rack—available as an option—provides a striking way of displaying the entire system. Featuring a safety glass door and top and

roll-about casters for easy positioning, it complements any decor. 19 $\frac{1}{4}$ "W x 37 $\frac{1}{2}$ "H x 16 $\frac{5}{8}$ "D

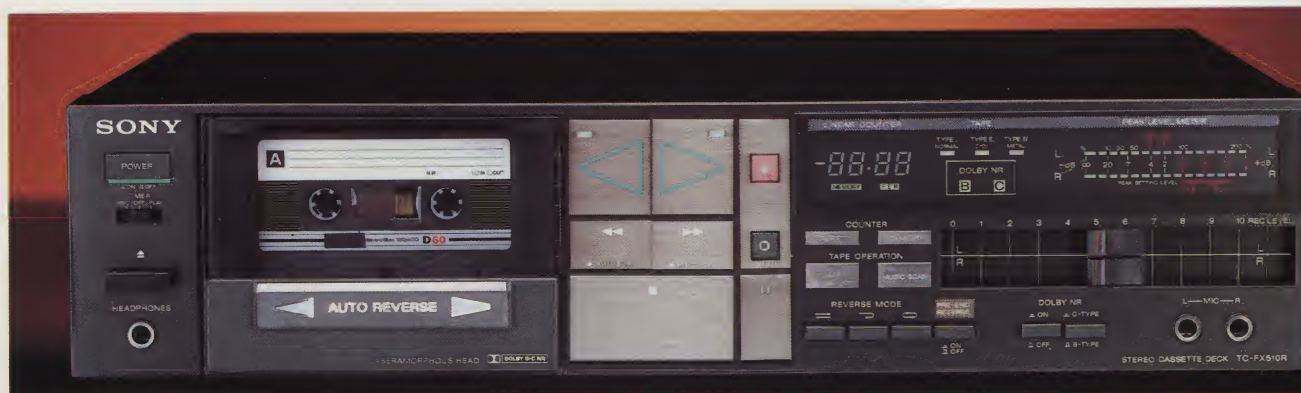


## **An auto-reverse Cassette Deck with Dolby B&C for superb recording quality and uninterrupted listening.**

This outstanding Cassette Deck offers you the superb convenience of auto-reverse in both playback and recording so you never again have to interrupt the music to turn over the cassette. An Automatic Music Sensor lets you quickly find and play selections of your choice while quickly skipping any unrecorded portions of tape. The Cassette Deck also coordinates with the Digital Audio Disc

Player to produce superb quality digital cassette tapes. Featuring the very latest Dolby Noise Reduction System to aid overall noise reduction and significantly eliminate hiss, the Cassette Deck also has the unique Dolby amplifier for accurate representation of the signal being recorded, so you get professional-sounding recordings at home.

Other features include Digital linear tape counter, feather-touch operation, and a cassette stabilizer for improved stable performance. Using the Remote Control, you can easily switch between cassette transport modes, adjust the volume, coordinate all aspects of recording from albums or discs without ever leaving your seat. 17"W x 4 1/4"H x 10 7/8"D



## **A front-loading turntable in a drawer with one of the most advanced linear tracking tone arms available.**

This superbly engineered turntable in a drawer has everything you want in a turntable. Its front-loading design slides open at the touch of a button, while its linear tracking system gives you greater accuracy and more perfect tracking. By allowing the tone arm to play the record in a straight line—the same way it was cut—linear tracking gives you per-

fect groove alignment and dramatically improved stereo sound. Fully automatic operation assures one-touch start and tone arm return and shut off at the end of play. A superior direct-drive system provides for the most reliable and most accurate platter rotation. The turntable also has automatic record size selector, 2-directional tone arm indexing,

cueing and quick repeat. Quartz locked for absolute precision, the direct drive motor significantly reduces wow and flutter so you get sharp, distinct sound every time. All major turntable functions can be operated with the wireless remote control. 17"W x 3 7/8"H x 15 1/8"D



## **Full-sized Floor-standing Speakers for rich, full-bodied sound.**

A pair of perfectly matched floor-standing speakers has been designed to deliver exceptional sound. Superior to the previous cone-shaped speakers, Sony's APM speakers compensate for the sound discrepancies of the cone by using flat drivers and a strong

aluminum honeycomb material powered at exactly the right points to eliminate distortion. All these factors create a speaker ideal for digital audio but will improve the sound of any source.

Handsomely designed with a simulated woodgrain finish, each speaker has removable grilles and tweeter adjustment control. 14 3/4"W x 28 3/4"H x 12 7/8"D



## **The unrivaled convenience and versatility of the full-function infrared wireless Remote Control.**

The ultimate in audio convenience, the Sony wireless infrared Remote Control operates 35 system functions. Switch from one of the 10 tuner preset radio stations to another or play and switch between amplifier, tuner, cassette deck, turntable and digital audio disc

player and operate numerous functions—all from the comfort of your favorite armchair. A built-in timer with quartz digital clock allows you to program play or recording functions into the Remote Control in advance for greater convenience. A battery back-up (batteries

included) maintains time and timer settings during blackouts. This combination of extraordinary sound and full-function Remote Control makes this the most outstanding home entertainment center available. 17"W x 2¼"H x 12"D



## **The Compact Digital Audio Disc Player: An unequalled achievement in stereo sound reproduction.**

Sony, the inventor of the first Digital Audio Disc Player, has refined its original outstanding design to create this highly advanced Digital Audio Disc Player. Employing the very latest audio laser technology, this Sony Disc Player uses a laser beam to scan the virtually indestructible surface of the disc to pick up digital binary encoded audio signals for, quite simply, the finest sound reproduction available anywhere. You get high quality playback with virtually no noise distortion

or the audible consequences of dust, dirt and fingerprints.

The front-loading player provides 60 minutes of play per disc and has a programmable automatic playback, so you can repeat any selection or the entire disc. A simple scanning feature lets you scan forwards and backwards at normal or high speeds to locate the exact spot you want to hear. Other features include an Automatic Music Sensor which enables you to

go from one song to any other on the disc instantly. There's a fluorescent concentrated display of track number, time elapsed or remaining, disc status or repeat status and a switchable time display showing either elapsed time for each track or time remaining on the disc.

In addition, the infrared wireless remote control operates all major operations of the unit, including a 10-song music select function. 14"W x 3⅞"H x 13½"D



### **Free 15-day trial.**

The revolutionary sound quality of the Sony 5001 Component Stereo must be heard to be fully appreciated. That's why we cordially invite you to try the Sony 5001 in your own home for 15 days with no obligation to purchase. Experience the exceptional audio quality of this superb sound system, discover the phenomenal convenience of the full-function remote control and the extraordinarily handsome black styling. You'll see why the Sony 5001 represents perhaps the most remarkable system available today.

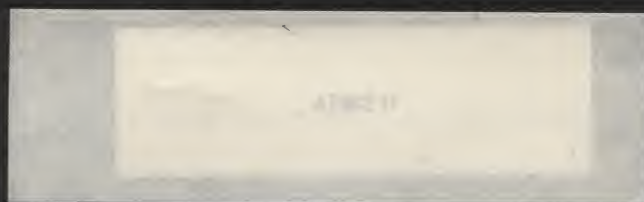
### **Take up to 20 months to pay with no down payment and no finance charge.**



The Sony 5001 can be yours through an exclusive extended payment plan. If you wish, take up to 20 months to pay with no down payment and no finance charge. It's the convenient way to acquire a superbly de-

signed, advanced technology stereo system. To order, fill out and mail the attached Reservation Form or simply call our toll-free number today. Please be sure to include a telephone number where you can be reached 9-5 weekdays, so a delivery time convenient to you can be arranged.

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**ELECTRONICS BY DESIGN**  



# RESERVATION FORM

**YES**—I wish to acquire the Sony 5001 Component Stereo System, the advanced technology system with the convenience features, high performance and quality I've been waiting for. Please send my stereo system to me for a free 15-day examination.\* After the examination period, you may bill me in the manner I have indicated below.

\*Subject to credit authorization

**THERE IS NO DOWN PAYMENT AND NO FINANCE CHARGE.**

The total of payments (total sales price) under the monthly payment plan is equal to the single payment price.



YOU MAY ORDER BY PHONE 24 HOURS A DAY,  
7 DAYS A WEEK. CALL TOLL-FREE, 1-800-528-8000.

This number is for merchandise ordering only. Please have this order form and the American Express® Card at hand when ordering by phone. All orders will be confirmed in writing within 7-10 days of receipt.

YOU MAY ORDER BY MAIL

Please Indicate  
Quantity Desired

Please Indicate Payment Plan Desired	
Single Payment†	Monthly Payments†



<input type="checkbox"/> The Sony 5001 Stereo System <b>450-700</b>	<input type="checkbox"/> \$1497	<input type="checkbox"/> 15 payments of \$99.80 each
<input type="checkbox"/> The Sony 5001 Stereo System AND Rack <b>450-718</b>	<input type="checkbox"/> \$1699	<input type="checkbox"/> 20 payments of \$84.95 each
<input type="checkbox"/> The Sony 5001 Stereo System AND Rack AND Digital Audio Disc Player <b>450-726</b>	<input type="checkbox"/> \$2299	<input type="checkbox"/> 20 payments of \$114.95 each

† An \$87.00 shipping and handling charge for the system, \$89.00 for the system with the Rack, \$91.00 for the system with the Rack and Digital Audio Disc Player and my applicable sales tax will be billed to my account. If the extended payment plan is chosen, these charges will be billed with my first payment. Shipping restrictions regrettably limit this offer to residents of the 48 contiguous states. Please allow 4-6 weeks for delivery.

IF YOU ORDER BY MAIL, PLEASE FILL IN ALL THE REQUESTED INFORMATION. YOUR FULL AMERICAN EXPRESS® CARD ACCOUNT NUMBER:

[illegible]

Date \_\_\_\_\_ Card Expires On: \_\_\_\_\_

Signature\_\_\_\_\_

9AM-5PM Weekday Phone Number (\_\_\_\_\_) \_\_\_\_\_  
Area Code

Area Code

TAKE THE PEEL-OFF LABEL  
FROM THE BACK COVER  
AND AFFIX IT HERE



If you do not have your label, or if your label has a Post Office Box, or if your label is incorrect, please indicate your shipping address below.

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(Sorry, we cannot ship to P.O. Boxes. Please indicate shipping address.)

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YOUR COMPLETE SATISFACTION IS OUR GOAL.

American Express wants you to be completely happy with your Sony 5001 Stereo System. If you are displeased for any reason, promptly return the system in its original condition for a full credit.

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American Express, American Express Plaza, New York, N.Y. 10004

All the components are backed by Sony warranties, available free of charge prior to purchase. Address your request to: American Express Warranty Requests, P.O. Box 405, Bowling Green Station, New York, N.Y. 10274. 47482-JM3

47482-JM3

## MOISTEN HERE



SPECIFICATIONS

AMPLIFIER:

**Continuous Power Output:**  
50 Watts RMS, both channels  
driven into 8 Ohms, from  
20 Hz to 20 kHz, at no more  
than rated distortion

**Total Harmonic Distortion:**  
0.008% at rated output

TUNER:

**FM Useable Sensitivity:**  
10.3 dBf 1.8µV

**FM Signal-to-Noise Ratio:**  
88 dB (mono), 82 dB (stereo)

**FM Total Harmonic Distortion  
at 1 kHz:**  
0.15% (mono), 0.25% (stereo)

**FM Stereo Separation:**  
48 dB at 1 kHz

TURNTABLE:

**Drive System:**  
Direct drive, Linear torque  
BSL motor

**Operation Type:**  
Fully Automatic

**Wow & Flutter:**  
0.035% (WRMS)

**Signal-to-Noise Ratio:**  
75 dB (DIN-B)

**Tonearm Type:**  
Linear tracking

**Cartridge:**  
VL-45G, Type MM

CASSETTE DECK:

**Noise Reduction System:**  
Dolby B&C

**Wow & Flutter:**  
0.045% (WRMS)

Frequency Response:

(Dolby NR off,  $\pm 3$  dB,  
re -20 dB)  
Type IV (Metal): 30 Hz-17 kHz  
Type II (UCX): 30 Hz-17 kHz

Signal-to-Noise-Ratio:

(Dolby NR off, re 3% THD,  
peak wtd )  
Type IV (Metal): 58 dB  
Type II (UCX): 56 dB

**Total Harmonic Distortion:**  
1.0% (Type IV, Metal)

SPEAKERS:

**Enclosure type:**  
Bass reflex, 3 way

**Driver Size & Type:**  
Woofer: 12" cone  
Midrange: 4" cone  
Tweeter: 1/2" Balanced Drive

**Nominal impedance:**  
8 Ohms

**Dimensions (W x H x D)**  
14 3/4" x 28 3/4" x 12 7/8"  
375mm x 730mm x 325mm

**Weight:**  
31 lbs. 5 oz.  
14.2 kg

CABINET:

**Type:**  
Floor type, glass top

**Dimensions (W x H x D):**  
19 1/4" x 37 1/2" x 16 5/8"  
488mm x 951mm x 422mm

**Weight:**  
59 lbs. 12 oz  
27 kg

COMPACT DISC PLAYER

Channels
Frequency response
Harmonic distortion
Dynamic range
Channel separation
Wow and flutter
Line output lead impedance
Power consumption
Dimensions (W x H x D)
Weight

Two channels
5-20,000 Hz, $\pm 0.5$ dB
Less than 0.003% at 1 kHz
More than 95 dB
More than 90 dB
Beneath the limits of measurement
Fixed: Over 10 kOhms Variable: Over 50 kOhms
24 Watts
17 x 4 1/4 x 12 7/8 inches
18 lb. 5 oz.; 8.6 kg.

From

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